

Table of Contents

EXECUTIVE SUMMARY.....	1
1. INTRODUCTION	3
Setting.....	3
Benefits of Walking.....	3
Environmental/Climate Change Benefits	3
Public Health.....	3
Sense of Community	9
Purpose of the Pedestrian Master Plan	9
Overview of the Plan Contents.....	10
2. GOALS, PLANNING OBJECTIVES, AND POLICIES.....	11
Overview of Current Pedestrian-Related Policies	11
Chula Vista General Plan (Vision 2020) Land Use and Transportation Element	12
Other General Plan Elements.....	14
Plan Goals.....	14
Planning Objectives and Policies	14
Pedestrian Safety.....	14
Pedestrian Connectivity and Accessibility (Mobility).....	16
Pedestrian-Oriented Development	18
Healthy Communities	19
Education, Encouragement and Enforcement.....	21
3. EXISTING CONDITIONS.....	23
Land Uses	23
Existing Pedestrian Facilities	23
Sidewalks.....	24
Curb Ramps.....	27
Public Input.....	31
Public Involvement Strategy	31
Summary of Public Input	32
4. PEDESTRIAN NEEDS ANALYSIS.....	41
Walking Statistics	41
Pedestrian Generators.....	41
Population and Employment Density	45
Population Characteristics	45
Chula Vista Pedestrian Generator Composite Map.....	53

[TABLE OF CONTENTS]

Pedestrian Attractors.....	64
Schools, Parks, and Other Pedestrian Generating Land Uses.....	64
Transit Stops and Ridership	64
Chula Vista Pedestrian Attractor Composite Map.....	64
Barriers to Pedestrian Access.....	72
Freeways, Rail and Slopes.....	72
Vehicular Travel Characteristics	72
Pedestrian Accidents	72
Composite of Chula Vista Detractors.....	87
Issues and Opportunities.....	91
Issues	91
Opportunities	92
5. RECOMMENDED IMPROVEMENT PROJECTS	99
Citywide Improvements	99
Infill of Sidewalk Gaps.....	99
Curb Ramp Installation.....	100
High Priority Improvement Projects	105
Project Prioritization	105
High Priority Project Descriptions and Costs	105
6. SCHOOL AREA ASSESSMENTS	179
Approach and Relationship to Other Efforts	179
School Area Deficiencies.....	179
SR2S/SRTS Funding Prioritization	255
7. PROGRAM AND POLICY RECOMMENDATIONS	261
Safe Routes to School	261
Pedestrian Awareness Campaign.....	262
Print Material.....	263
Public Service Announcements	264
Promotional Activities	264
Pedestrian Education Programs	265
Motorist and Pedestrian Safety Education.....	265
Senior Citizens and Disabled Pedestrian Education.....	266
Elementary School Children Education	266
Adult and Teen Pedestrian Education.....	267
Enforcement of Pedestrian Laws.....	267
Monitoring and Evaluation	268
Pedestrian and Bicycle Counts.....	269

[TABLE OF CONTENTS]

Safety Commission	269
Zoning Ordinance Considerations.....	269
Review of Existing Zoning Code	270
Source: Alta Planning + Design, March 2010	271
Comparison with other Cities	271
Potential Zoning Enhancements.....	273
8. FUNDING.....	277
Capital Improvement Program.....	277
Cost Elements.....	277
Citywide Project Costs.....	278
Top 30 High Priority Projects Costs.....	278
Program Costs.....	280
Financial Plan	281
Funding Sources	287
Federal Funding Sources	287
State Funding Sources.....	289
Regional Funding Sources	291
Local Funding Sources.....	293
Non-Traditional Funding Options.....	294

APPENDIX A: CALTRANS DEPUTY DIRECTIVE 64-R1 ON COMPLETE STREETS

APPENDIX B: COMMENTS RECEIVED BY THE PUBLIC

APPENDIX C: PEDESTRIAN DESIGN GUIDELINES

APPENDIX D: SRTS/SR2S HANDBOOK

APPENDIX E: DETAILED COST ESTIMATES FOR THE 30 HIGH PRIORITY PROJECTS

List of Tables

Table 3.1 City of Chula Vista Missing Sidewalks by Planning Area.....	24
Table 3.2 City of Chula Vista Sidewalk Status on Public Roadways	27
Table 3.3 City of Chula Vista Missing Curb Ramp Count by East and West.....	27
Table 3.4 Motivations for Walking.....	33
Table 3.5 Walking Frequency.....	33
Table 3.6 Average Walking Distance per Week	34
Table 3.7 Typical Time of Day for Walking	34
Table 3.8 Walking Facilities Used Most Commonly.....	34

Table 3.9	General Impressions of Walking in Chula Vista.....	35
Table 3.10	Factors Discouraging Walking.....	39
Table 3.11	Preference for Various Pedestrian Improvements	39
Table 4.1	Pedestrian Generator Points and Weights Used to Create the Final Pedestrian Generator Map.....	63
Table 4.2	Distance-Based Pedestrian Attractor Weights	71
Table 4.3	Pedestrian Attractor Points & Final Scores.....	71
Table 4.4	Highest Pedestrian Crash Intersections in Chula Vista	83
Table 4.5	Pedestrian Detractor Weights and Multipliers Used to Create the Chula Vista Composite Detractor Map	87
Table 5.1	Roadway Segment and Intersection Ranking System	106
Table 5.2	Chula Vista Pedestrian Master Plan High Priority Project Areas.....	113
Table 6.1	School Area Deficiencies Identified by the Community	180
Table 6.2	Roadway Segment and Intersection Ranking System	256
Table 6.3	Chula Vista Elementary Schools SR2S/SRTS Funding Priority	257
Table 7.1	Chula Vista Municipal Codes Related to Pedestrian Facilities.....	270
Table 7.2	Comparison of Pedestrian Zoning Elements.....	272
Table 7.3	Potential Zoning and Design Guideline Enhancements.....	274
Table 8.1	Pedestrian Improvement Basic Unit Costs.....	278
Table 8.2	Estimated Citywide Project Costs.....	278
Table 8.3	Cost Estimates for High Priority Intersection and Corridor Projects.....	279
Table 8.4	Estimated Cost for Recommended Programs	280
Table 8.5	City of Chula Vista 5-Year Funding Plan for Pedestrian Improvements	283
Table 8.6	City of Chula Vista Mid-Term Funding Plan for Pedestrian Improvements	285
Table 8.7	City of Chula Vista 20-Year Funding Plan for Pedestrian Improvements	286
Table 8.8	Potential Funding Sources by High Priority Project Location	297

List of Figures

Figure 1-1:	Chula Vista in the Regional Setting	5
Figure 1-2:	Walking Trips based on California Health Interview Survey.....	7
Figure 1-3:	Annual Obesity in California by Body Mass Index	8
Figure 1-4:	Obesity in California and San Diego County	8
Figure 3-1:	Chula Vista 2010 Inventory of Missing Sidewalk	25
Figure 3-2:	Chula Vista 2008 Inventory of Missing Curb Ramps	29
Figure 3-3:	Public Comments Received About Deficiencies at Roadways and Intersections	37

[TABLE OF CONTENTS]

Figure 4-1: 2000 Commuters Who Walk to Work as Percent of Total Commuters.....	43
Figure 4-2: 2000 Population Density.....	47
Figure 4-3: 2004 Employment Density	49
Figure 4-4: 2000 Youth Population Density.....	51
Figure 4-5: 2000 Senior Population Density.....	55
Figure 4-6: 2000 Physically Disabled Population Density.....	57
Figure 4-7: 2000 Median Annual Household Income.....	59
Figure 4-8: Chula Vista Pedestrian Generator Composite Map	61
Figure 4-9: Schools, Parks and Other Pedestrian Attracting Land Uses.....	65
Figure 4-10: 2005 Transit Facilities and Ridership.....	67
Figure 4-11: Chula Vista Pedestrian Attractors Composite Map.....	69
Figure 4-12: Steep Slopes and Infrastructure-Related Pedestrian Barriers.....	73
Figure 4-13: Chula Vista 2008 Average Daily Traffic Volumes.....	75
Figure 4-14: Posted Speed Limits	77
Figure 4-15: Chula Vista Pedestrian Crashes (2002-2007).....	81
Figure 4-16: Chula Vista Pedestrian Crashes (2002 to 2007) by Elementary School Boundary	85
Figure 4-17: Chula Vista Pedestrian Detractors Composite Map.....	89
Figure 4-18: Final Chula Vista Pedestrian Need Composite Map.....	95
Figure 4-19: Chula Vista Areas of High Pedestrian Need	97
Figure 5-1: Chula Vista 2008 Inventory of Missing Sidewalk	101
Figure 5-2: Chula Vista 2008 Inventory of Missing Curb Ramps	103
Figure 5-3: Chula Vista Final Roadway Segment Prioritization Ranking	107
Figure 5-4: Chula Vista Final Intersection Prioritization Ranking	109
Figure 5-5: Chula Vista High Priority Project Locations.....	111
Figure 6-1: Chula Vista Schools Overview Map	181
Figure 6-2: Arroyo Vista Charter Elementary School Area Deficiency Map	183
Figure 6-3: Burton C. Tiffany Elementary School Area Deficiency Map	185
Figure 6-4: Calvin J. Lauderbach Elementary School Area Deficiency Map	187
Figure 6-5: Castle Park Elementary School Area Deficiency Map.....	189
Figure 6-6: Chula Vista Hills Elementary School Area Deficiency Map.....	191
Figure 6-7: Clear View Charter Elementary School Area Deficiency Map.....	193
Figure 6-8: Discovery Charter Elementary School Area Deficiency Map	195
Figure 6-9: Ella B. Allen Charter Elementary School Area Deficiency Map	197
Figure 6-10: Eastlake Elementary School Area Deficiency Map	199
Figure 6-11: Feaster-Edison Charter Elementary School Area Deficiency Map.....	201

[TABLE OF CONTENTS]

Figure 6-12: Greg Rogers Elementary School Area Deficiency Map	203
Figure 6-13: Halecrest Elementary School Area Deficiency Map	205
Figure 6-14: Harborside Elementary School Area Deficiency Map.....	207
Figure 6-15: Hazel Cook Elementary School Area Deficiency Map.....	209
Figure 6-16: Hedenkamp Elementary School Area Deficiency Map	211
Figure 6-17: Heritage Elementary School Area Deficiency Map.....	213
Figure 6-18: Hilltop Drive Elementary School Area Deficiency Map.....	215
Figure 6-19: John J. Montgomery Elementary School Area Deficiency Map.....	217
Figure 6-20: Joseph Casillas Elementary School Area Deficiency Map.....	219
Figure 6-21: Kellogg Elementary School Area Deficiency Map	221
Figure 6-22: Liberty Elementary School Area Deficiency Map	223
Figure 6-23: Lillian J. Rice Elementary School Area Deficiency Map	225
Figure 6-24: Loma Verde Elementary School Area Deficiency Map.....	227
Figure 6-25: McMillin Elementary School Area Deficiency Map.....	229
Figure 6-26: Mueller Charter Elementary School Area Deficiency Map	231
Figure 6-27: Olympic View Elementary School Area Deficiency Map	233
Figure 6-28: Otay Elementary School Area Deficiency Map	235
Figure 6-29: Palomar Elementary School Area Deficiency Map	237
Figure 6-30: Park View Elementary School Area Deficiency Map.....	239
Figure 6-31: Rohr Elementary School Area Deficiency Map.....	241
Figure 6-32: Rosebank Elementary School Area Deficiency Map	243
Figure 6-33: Salt Creek Elementary School Area Deficiency Map	245
Figure 6-34: Thurgood Marshall Elementary School Area Deficiency Map.....	247
Figure 6-35: Valle Lindo Elementary School Area Deficiency Map	249
Figure 6-36: Veterans Elementary School Area Deficiency Map	251
Figure 6-37: Vista Square Elementary School Area Deficiency Map.....	253
Figure 6-38: Chula Vista School Plan Prioritization	259